

○
Defining Your
Ideal Client ✕

Why create an Ideal Client Profile (ICP)?

You can't get anywhere if you don't know where you're going. The same goes if you are trying to achieve great results from marketing without a firm understanding of your ideal client.



ORGANIZATIONS THAT HAVE DEVELOPED A STRONG ICP AVERAGE A

68%

HIGHER WIN RATE. ¹

This worksheet is a starting point for creating an ideal client profile (ICP). In truth, it's much more than defining data points such as company size and industry. It entails gaining a real understanding of how your prospects buy. When done well, an ICP will shine light on the methods, tools, and information buyers arm themselves with when making important decisions. It will allow you to create a marketing strategy that wins.

If you want to learn more about how we can help you understand your buyers motivations, drop a line to info@netstrategies.com or call us at 703.739.6750.

¹ Topo HQ

1. PROFESSIONAL PROFILE

✔ What is the person's company role?

[Empty text box for company role]

✔ What basic skills does this person need to be good at their job?

[Empty text box for basic skills]

✔ What skills does someone need to excel in this role?

[Empty text box for skills to excel]

✔ Who do they report to?

[Empty text box for reporting structure]

✔ Who do they need to collaborate with to be successful at their job?

[Empty text box for collaboration]

2. CUSTOMER DRIVERS

- ✓ What are your ideal clients' problems, challenges, and pain points?

- ✓ Why did your ideal clients choose you?
This answer should exclude factors like price, quality, likeability, and referrals.

- ✓ Where do your best clients look for professional advice?

- ✓ Where do they meet people like them?

- ✓ What resources do they turn to if they want to be more successful in their industry?

3. PERSONAL CHARACTERISTICS

✔ What are some personal characteristics of your best clients?

✔ What makes your best clients happy in their professional life?

✔ What makes your best clients frustrated?

✔ What do you have in common with your best clients?

4. COMPANY INFORMATION

✔ What industries do you deliver your best work in?

✔ What common company sizes do you deliver your best work for?

✔ Which specific geographic locations do you work best in?

✔ What size of organization, employee size or revenue level, do you serve best?

From \$2B companies to funded startups, we develop messaging and execute marketing programs that get more wins. To see how our clients have gained a competitive advantage through brand strategy, websites, digital campaigns, and content marketing, visit us at

netstrategies.com

or contact

info@netstrategies.com



Get more of your best clients.

Creating a tangible picture of your ideal client is the first step toward defining your **Sales Moment**. This is the single idea that encompasses why prospects choose you over the competition. It's the cornerstone of a powerful marketing program.

If you need more to get your marketing on the right track, or you want to know how these strategies should be adjusted for your unique challenges and opportunities, let us know.

NETSTRATEGIES IS HERE TO HELP WITH:



STRATEGY:

We help our clients think critically and pursue strategies and campaigns that pack the most punch.



CREATIVE:

We know that great marketing relies on brilliant creative, so our team designs beautifully immersive work across digital and traditional platforms.



TECHNOLOGY:

Our team combines experience and innovation to implement powerful digital solutions.



CONTENT:

By helping brands find their voice, we aim to engage audiences through relevant, value-driven content.



DIGITAL:

We execute on targeted strategies to achieve your goals, whether it's creating awareness or increasing loyalty.